

**SCOTTSDALE HUMAN RELATIONS COMMISSION  
PINNACLE ROOM  
7575 EAST MAIN STREET  
SCOTTSDALE, ARIZONA 85251  
MONDAY, MAY 9, 2005**

**MINUTES**

**COMMISSIONERS PRESENT:** John Tutelman, Chair  
Michele Culver, Vice Chair  
Marty Gendron, Commissioner  
Carol Padwe, Commissioner  
Enid Seiden, Commissioner  
Aubrey Strickstein, Commissioner  
Ted Tyler, Commissioner

**STAFF PRESENT:** Velicia McMillan, Staff Liaison  
(excused at 5:52)

**OTHERS PRESENT FOR A PORTION OF THE MEETING:**

Pat Dodds, CAPA

**CALL TO ORDER**

Chair Tutelman called the meeting to order at 5:09 p.m.

**REVIEW OF MINUTES**

**April 11, 2005**

Chair Tutelman requested a correction to the April 11, 2005 meeting minutes. Commissioner Gendron was absent and Commissioners Strickstein and Tyler were present.

Commissioner Strickstein requested that the second paragraph under Scottsdale Police Department Selection Process Review be re-worded to read:

“Commissioner Strickstein noted that it has been a challenge obtaining information from the Scottsdale Police Department, not because they were not willing to share, but because they did not have a lot of information on file. The Police Department selection information received included technical reports, process steps, 2002 – 2004 EEO data and interview questions.”

The final sentence in that paragraph should be amended to read: "He added the City just sent out a Request for Proposal and the current Psychologist was the only one who responded."

He requested that the beginning of the fourth paragraph be amended to read: "Commissioner Strickstein reported there are well-documented procedures. He further noted that the key job descriptions are generic and the job analysis information is lacking."

Dr. McMillan undertook to have the requested revisions made.

**A motion was made by Commissioner Gendron to approve the April 11, 2005 meeting minutes as amended. Second by Vice Chair Culver and passed unanimously.**

#### **PROMOTING UNITY IN THE COMMUNITY PROGRAM STATUS UPDATE**

Dr. McMillan introduced Mr. Pat Dodds, Director of Community and Public Affairs for the City of Scottsdale, stating that the Commission wishes to promote opportunities in this program to students who reside in Scottsdale, but who attend schools outside of Scottsdale Unified School District.

Mr. Dodds said he was looking forward to having a conversation with Commission members. He distributed a listing of CAPA publicity opportunities. The key decision in promoting this program is deciding whether to have broad distribution of announcements or to target a specific audience.

Dr. McMillan reported that the initial mailing had included the faith community, charter schools, private schools, non-profit organizations, scouts, and other organizations with the City.

Mr. Dodds mentioned that the electronic newsletter CAPA puts out goes to approximately 3,000 recipients; however it has a multiplier effect as many community leaders pass the information on to others. Commissioner Seiden mentioned that the school district also has an e-mail distribution list.

Dr. McMillan reminded Commissioners that the initial mailing to schools for the 2004-2005 year took place in September but had yielded no response until personal contacts were made.

Commissioner Padwe remarked that the City of Scottsdale has nothing to do with the Scottsdale Unified School District. Many students in the Cave Creek and Paradise valley school districts are Scottsdale residents. She felt that the most effective way to proceed was to find key individuals who are working as coordinators within the school districts on diversity and community building.

Chair Tutelman asked Commissioners to be clear as to which groups were the target market.

Commissioner Tyler had had meetings with Dr. John Baracy and Ms. Katy Cavanagh of the Scottsdale Unified School District. Dr. Baracy is solidly behind the program. Ms. Cavanagh's primary responsibility is for middle schools, but she has committed to channel information broadly throughout the school district. Commissioner Gendron mentioned that content on websites would reach students directly. Electronic content could be provided for schools to link to from their own websites. Students like to explore the Internet and would be interested in scholarships.

Commissioner Strickstein stressed the importance of contacting key people in the school districts about the program during the summer months, prior to the fall rush. Commissioner Tyler volunteered to make a presentation to Scottsdale Unified School District principals.

Chair Tutelman expressed his gratitude to Mr. Dodds for his willingness to help the Commission with his department's marketing expertise.

Dr. McMillan reminded the Commission that the specific intent of the Southern Property Law Center was to change the culture of a school.

Vice Chair Culver remarked that the discussion seemed to be focusing on approaches to adults; however, a direct approach to student groups would be more likely to motivate students themselves.

Dr. McMillan pointed out that the first student to receive funding for a project enjoyed the support of the Girl Scouts, which was key in the success of her efforts.

Commissioner Gendron shared how a direct approach to students with a specific request for volunteer help for an organization for the homeless had been most successful. He offered to work with staff in CAPA on a marketing plan.

Dr. McMillan remarked that the Scottsdale Unified School District has a contact person who coordinates with high school service organizations and service learning. The schools need to know that Commissioners are prepared to go out and discuss possibilities with the schools.

Vice Chair Culver stressed that for the upcoming year the main thrust of the Commission's approach needs to be to student service organizations and their faculty advisors.

In response to a question, Dr. McMillan clarified that events have to take place within the City of Scottsdale.

Mr. Dodds stated that it is important to "tell a story" and noted that information about this year's Diversity project at Saguaro High School, which had received national recognition, would be valuable in this regard. Applicants might be motivated to act if an illusion of scarcity is created by saying "there are only ten awards available."

There was a discussion about approaching the faith community. Dr. McMillan confirmed that they were approached last year. Commissioner Tyler stressed the effectiveness of working with individuals who are leaders within their community.

Chair Tutelman asked Vice Chair Culver and Commissioner Gendron to work as a sub-committee on this approach. He invited Mr. Dodds to stay for the discussion on the next item.

### **REGIONAL HRC DAY LABORER SUB-COMMITTEE UPDATE**

Commissioner Strickstein reported that he had sent out an e-mail on April 25th to Jan Dolan, Council members, the Mayor, and others in the City.

This message stated:

"Over the past few months, some of us on the SHRC have been working on a Regional Task Force looking into day labor issues facing our communities. The issue of day laborers has become both a local and a national topic. The East Valley cities of Arizona are coming together to participate in a panel discussion regarding the issues of day laborers. The tentative date for the panel is June 2nd, 2005 from 6 to 9 p.m. and is going to be hosted by the City of Chandler. The goal of the forum is to define day laborer issues for the Valley, to provide information for policymakers, address the impact on stakeholders, learn about the successful models and explore solutions."

Commissioner Strickstein had asked recipients to respond with questions and concerns, regarding day labor, that they would like to have addressed in the forum. The message was intended to get their input and opinions, not necessarily a City point of view. This message sparked a series of e-mails among City officials about the forum, questioning why the Commission was asking for input and why the Commission was getting involved.

One recipient, Jim Lane, had responded with his thoughts and questions: "Is there a current condition in the City that relates to this issue? Are there known City or constituent problems to address? If so, what are they? Have they been quantified?" He further addressed concerns that a collaborative effort with other cities could create a problem for the City that does not exist.

To date there has been no response from the Mayor.

The intent of the message was to try and initiate a dialog, however this has resulted in tension. Commissioner Seiden remarked that people may feel this is not a Scottsdale issue, so why get involved? Commissioner Culver said that Scottsdale is contributing to the problem as day laborers are being brought into Scottsdale to work. Commissioner Strickstein reported that research is ongoing into the extent of the problem in Scottsdale, adding that it is a fallacy to think that all day laborers are illegal aliens.

#### **CHAIRMAN REPORTS, STAFF LIAISON ITEMS:**

Chair Tutelman passed out an updated Board and Commissions membership listing in response to a request at the last meeting. He reminded the meeting of the movie series on hate crimes at Scottsdale Community College.

Further to the discussion on the Regional Day Laborer Subcommittee, he gave details of the Regional Human Relations Commission meeting scheduled for May 11th.

#### **COMMISSIONER ITEMS:**

Commissioner Seiden shared that she had attended the Celebration of Korea, which was a free dance performance offered to the community.

Commissioner Culver had been interviewed by the Tribune on the Commission and her position in it. She is also working on a video biography. The hate crime case where two lesbians were beaten up in 2004 concluded with conviction and sentencing.

Commissioner Strickstein talked to the Chief of Police about the project he was working on. Until a replacement for Chief Shulz is appointed, there is likely to be a pause in this work.

Commissioner Tyler was a judge for the Arizona Education Foundation A+ Competition. He shared that Kenilworth School is achieving despite huge obstacles. He was so impressed with Kenilworth that he had arranged a meeting between the principal and Dr. Baracy.

Commissioner Gendron reported that CNN Presents had aired an interview with the new leader of the Aryan Nation and their new strategy. Commissioners discussed the prevalence of hate information on the Internet. Commissioner Gendron mentioned a recent incident where a member of a community college board had expressed anti-gay sentiments. Commissioners need to be aware that their statements may be taken to represent the organization yet all individuals have First Amendment rights.

Commissioner Gendron thanked Commissioner Strickstein for his work on the day laborer issue and recommended the movie "Crash" as highly relevant to the work of the Commission.

**ADJOURNMENT**

There being no further business to come before the Commission, being duly moved and seconded, the meeting was adjourned at 6:22 p.m.

Respectfully submitted,  
Ruth Bahri  
A-V Tronics, Inc.